



Modified PTO/SB/01 (10-01)

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**DECLARATION AND POWER OF  
ATTORNEY FOR UTILITY OR  
DESIGN  
PATENT APPLICATION  
(37 CFR 1.63)**

Declaration Submitted with Initial Filing

Declaration Submitted after Initial Filing (surcharge (37 CFR 1.16 (e)) required)  
OR

Attorney Docket Number	Google-65 (GP-171-00-US)
First Named Inventor	Kenneth W. BRONSON
<i>COMPLETE IF KNOWN</i>	
Application Number	10/732,824
Filing Date	December 10, 2003
Art Unit	2611
Examiner Name	Not yet assigned

As the below named inventor, I hereby declare that:

My residence, mailing address, and citizenship are as stated below next to my name.

I believe I am the original and first inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled:

RETURN OF CONTENT AD SERVING RESOURCES

*(Title of the Invention)*

the specification of which

is attached hereto

OR

was filed on (MM/DD/YYYY) December 10, 2003 as United States Application Number or PCT International

Application Number 10/732,824 and was amended on (MM/DD/YYYY)   (if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached?
			<input type="checkbox"/>	<input type="checkbox"/> YES <input type="checkbox"/> NO
			<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>

Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto:

[Page 1 of 5]

Burden Hour Statement: This form is estimated to take 21 minutes to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22314-1450.

## **DECLARATION AND POWER OF ATTORNEY**

### **Utility or Design Patent Application**

**Power of Attorney:**

As a named inventor, I hereby appoint:

John C. Pokotylo (Reg. No. 36,242)  
Michael P. Straub (Reg. No. 36,941)  
Ronald P. Straub (Reg. No. 48,941)  
Michelle Lee (Reg. No. 40,695)  
Kulpreet Rana (Reg. No. 43,127)  
Karl Sun (Reg. No. 45,143)  
Amin Zoufonoun (Reg. No. 48,065)

as my attorneys to prosecute this application and to transact all business in the United States Patent and Trademark Office in connection therewith.

## DECLARATION AND POWER OF ATTORNEY

### Utility or Design Patent Application

Direct all correspondence to:  Customer Number 26479 OR  Correspondence address below

Name Straub & Pokotylo

Address 620 Tinton Avenue, Bldg. B, 2<sup>nd</sup> Floor

City Tinton Falls	State NJ	ZIP 07724-3260
-------------------	----------	----------------

Country USA	Telephone (732) 542-9070	Fax (732) 542-9071
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I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

NAME OF SOLE OR FIRST INVENTOR:	<input type="checkbox"/> A petition has been filed for this unsigned inventor
---------------------------------	---

Given Name (first and middle [if any]) Kenneth W.	Family Name or Surname Bronson
--	-----------------------------------

Inventor's Signature 	Date 7/14/04
---	--------------

Residence: City Venice	State CA	Country USA	Citizenship USA
------------------------	----------	-------------	-----------------

Mailing Address 39 S. Venice Blvd., Apt. # 4

City Venice	State CA	ZIP 90291	Country USA
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NAME OF SECOND INVENTOR:	<input type="checkbox"/> A petition has been filed for this unsigned inventor
--------------------------	---

Given Name (first and middle [if any]) Kevan Quincy	Family Name or Surname Newton
--	----------------------------------

Inventor's Signature 	Date
---	------

Residence: City Los Angeles	State CA	Country USA	Citizenship USA
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Mailing Address 1139 S. Sherbourne Drive, Apt. # 3

City Los Angeles	State CA	ZIP 90035	Country USA
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<input checked="" type="checkbox"/> Additional inventors are being named on the <u>2</u> supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.
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Please type a plus sign (+) inside this box ➔ +

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## DECLARATION AND POWER OF ATTORNEY

### ADDITIONAL INVENTOR(S) Supplemental Sheet Page 4 of 5

Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor					
Given Name (first and middle [if any])		Family Name or Surname					
Jason		Liebman					
Inventor's Signature		Date					
Residence: City	New York	State	NY	Country	USA	Citizenship	USA
Mailing Address 112 East 36th Street							
Mailing Address							
City	New York	State	NY	ZIP	10016	Country	USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor					
Given Name (first and middle [if any])		Family Name or Surname					
Rama		Ranganath					
Inventor's Signature		Date					
Residence: City	Mountain View	State	CA	Country	USA	Citizenship	USA
Mailing Address 2310 Rock Street, Apt. # 50							
Mailing Address							
City	Mountain View	State	CA	ZIP	94043	Country	USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor					
Given Name (first and middle [if any])		Family Name or Surname					
Narayanan		Shivakumar					
Inventor's Signature		Date					
Residence: City	San Jose	State	CA	Country	USA	Citizenship	India
Mailing Address 1093 McKay Drive							
Mailing Address							
City	San Jose	State	CA	ZIP	95131	Country	USA

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Given Name (first and middle [if any])		Family Name or Surname	
Deepak		Jindal	
Inventor's Signature		Date	
Residence: City	Mountain View	State	CA
Country	USA	Citizenship	India
Mailing Address 112 East 36th Street			
Mailing Address			
City	Mountain View	State	CA
ZIP	94041	Country	USA
<b>Name of Additional Joint Inventor, if any:</b>		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Yingwei Claire		Cui	
Inventor's Signature		Date	
Residence: City	Cupertino	State	CA
Country	USA	Citizenship	People's Repub. of China
Mailing Address 6092 Willowgrove Lane			
Mailing Address			
City	Cupertino	State	CA
ZIP	95014	Country	USA
<b>Name of Additional Joint Inventor, if any:</b>		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
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Country		Citizenship	
Mailing Address			
Mailing Address			
City		State	
ZIP		Country	

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First Named Inventor	Kenneth W. BRONSON
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As a named inventor, I hereby appoint:

John C. Pokotylo (Reg. No. 36,242)  
Michael P. Straub (Reg. No. 36,941)  
Ronald P. Straub (Reg. No. 48,941)  
Michelle Lee (Reg. No. 40,695)  
Kulpreet Rana (Reg. No. 43,127)  
Karl Sun (Reg. No. 45,143)  
Amin Zoufonoun (Reg. No. 48,065)

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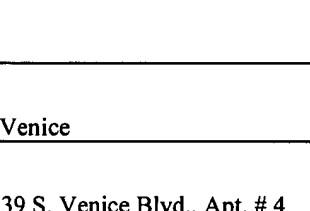
Direct all correspondence to:  Customer Number 26479 OR  Correspondence address below

Name **Straub & Pokotylo**

Address **620 Tinton Avenue, Bldg. B, 2<sup>nd</sup> Floor**

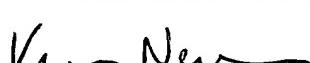
City <b>Tinton Falls</b>	State <b>NJ</b>	ZIP <b>07724-3260</b>
Country <b>USA</b>	Telephone <b>(732) 542-9070</b>	Fax <b>(732) 542-9071</b>

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

<b>NAME OF SOLE OR FIRST INVENTOR:</b> <input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any]) <b>Kenneth W.</b>	
Family Name or Surname <b>Bronson</b>	
Inventor's Signature 	Date <b>7/14/04</b>
Residence: City <b>Venice</b>	State <b>CA</b>
Country <b>USA</b>	Citizenship <b>USA</b>

Mailing Address **39 S. Venice Blvd., Apt. # 4**

City <b>Venice</b>	State <b>CA</b>	ZIP <b>90291</b>
Country <b>USA</b>		

<b>NAME OF SECOND INVENTOR:</b> <input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any]) <b>Kevan Quincy</b>	
Family Name or Surname <b>Newton</b>	
Inventor's Signature 	Date <b>7/14/04</b>
Residence: City <b>Los Angeles</b>	State <b>CA</b>
Country <b>USA</b>	Citizenship <b>USA</b>

Mailing Address **1139 S. Sherbourne Drive, Apt. # 3**

City <b>Los Angeles</b>	State <b>CA</b>	ZIP <b>90035</b>
Country <b>USA</b>		

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Please type a plus sign (+) inside this box → **[+]**

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## DECLARATION AND POWER OF ATTORNEY

ADDITIONAL INVENTOR(S)  
Supplemental Sheet  
Page 4 of 5

Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor					
Given Name (first and middle [if any])		Family Name or Surname					
Jason		Lieberman					
Inventor's Signature		Date					
Residence: City	New York	State	NY	Country	USA	Citizenship	USA
Mailing Address 112 East 36th Street							
Mailing Address							
City	New York	State	NY	ZIP	10016	Country	USA
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Rama		Ranganath					
Inventor's Signature		Date					
Residence: City	Mountain View	State	CA	Country	USA	Citizenship	USA
Mailing Address 2310 Rock Street, Apt. # 50							
Mailing Address							
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Narayanan		Shivakumar					
Inventor's Signature		Date					
Residence: City	San Jose	State	CA	Country	USA	Citizenship	India
Mailing Address 1093 McKay Drive							
Mailing Address							
City	San Jose	State	CA	ZIP	95131	Country	USA

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Deepak		Jindal	
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Residence: City	Mountain View	State	CA
Country	USA	Citizenship	India
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Mailing Address			
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ZIP	94041	Country	USA
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Yingwei Claire		Cui	
Inventor's Signature		Date	
Residence: City	Cupertino	State	CA
Country	USA	Citizenship	People's Repub. of China
Mailing Address 6092 Willowgrove Lane			
Mailing Address			
City	Cupertino	State	CA
ZIP	95014	Country	USA
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Mailing Address			
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Name Straub & Pokotylo

Address 620 Tinton Avenue, Bldg. B, 2<sup>nd</sup> Floor

City Tinton Falls	State NJ	ZIP 07724-3260
Country USA	Telephone (732) 542-9070	Fax (732) 542-9071

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Mailing Address 39 S. Venice Blvd., Apt. # 4			
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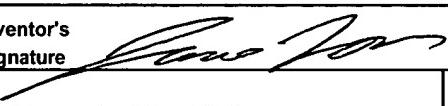
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Jason		Lieberman	
Inventor's Signature			Date 7/14/04
Residence: City New York	State NY	Country USA	Citizenship USA
Mailing Address 112 East 36th Street			
Mailing Address			
City New York	State NY	ZIP 10016	Country USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Rama		Ranganath	
Inventor's Signature			Date
Residence: City Mountain View	State CA	Country USA	Citizenship USA
Mailing Address 2310 Rock Street, Apt. # 50			
Mailing Address			
City Mountain View	State CA	ZIP 94043	Country USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Narayanan		Shivakumar	
Inventor's Signature			Date
Residence: City San Jose	State CA	Country USA	Citizenship India
Mailing Address 1093 McKay Drive			
Mailing Address			
City San Jose	State CA	ZIP 95131	Country USA

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Please type a plus sign (+) inside this box →

Modified PTO/SB/02A (11-00)

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U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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## DECLARATION AND POWER OF ATTORNEY

### ADDITIONAL INVENTOR(S)

Supplemental Sheet

Page 5 of 5

Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Deepak		Jindal	
Inventor's Signature		Date	
Residence: City	Mountain View	State	CA
Country	USA	Citizenship	India
Mailing Address 112 East 36th Street			
Mailing Address			
City	Mountain View	State	CA
ZIP	94041	Country	USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Yingwei Claire		Cui	
Inventor's Signature		Date	
Residence: City	Cupertino	State	CA
Country	USA	Citizenship	People's Repub. of China
Mailing Address 6092 Willowgrove Lane			
Mailing Address			
City	Cupertino	State	CA
ZIP	95014	Country	USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Inventor's Signature		Date	
Residence: City		State	
Country		Citizenship	
Mailing Address			
Mailing Address			
City		State	
ZIP		Country	

Burden Hour Statement: This form is estimated to take 21 minutes to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Modified PTO/SB/01 (10-01)

Approved for use through 10/31/2002, OMB 0851-0032

**U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE**

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**DECLARATION AND POWER OF  
ATTORNEY FOR UTILITY OR  
DESIGN  
PATENT APPLICATION  
(37 CFR 1.63)**

Declaration Submitted with Initial Filing      OR       Declaration Submitted after Initial Filing (surcharge (37 CFR 1.16 (e)) required)

<b>Attorney Docket Number</b>	Google-65 (GP-171-00-US)
<b>First Named Inventor</b>	Kenneth W. BRONSON
<b><i>COMPLETE IF KNOWN</i></b>	
<b>Application Number</b>	10/732,824
<b>Filing Date</b>	December 10, 2003
<b>Art Unit</b>	2611
<b>Examiner Name</b>	Not yet assigned

**As the below named Inventor, I hereby declare that:**

**My residence, mailing address, and citizenship are as stated below next to my name.**

I believe I am the original and first inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled:

## RETURN OF CONTENT AD SERVING RESOURCES

**(Title of the Invention)**

the specification of which

Is attached hereto

OR

was filed on (MM/DD/YYYY)

December 10, 2003

as United States Application Number or PCT International

**Application Number**

10/732,824

and was amended on (MM/DD/YYYY)

(if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT International application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached? YES	Certified Copy Attached? NO
			<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

**Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto.**

[Page 1 of 5]

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## **DECLARATION AND POWER OF ATTORNEY**

### **Utility or Design Patent Application**

**Power of Attorney:**

As a named inventor, I hereby appoint:

John C. Pokotylo (Reg. No. 36,242)  
Michael P. Straub (Reg. No. 36,941)  
Ronald P. Straub (Reg. No. 48,941)  
Michelle Lee (Reg. No. 40,695)  
Kulpreet Rana (Reg. No. 43,127)  
Karl Sun (Reg. No. 45,143)  
Amin Zoufonoun (Reg. No. 48,065)

as my attorneys to prosecute this application and to transact all business in the United States Patent and Trademark Office in connection therewith.

Modified PTO/SB/01 (10-01)

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## DECLARATION AND POWER OF ATTORNEY

### Utility or Design Patent Application

Direct all correspondence to:  Customer Number 28479 OR  Correspondence address below

Name **Straub & Pokotylo**

Address **620 Tinton Avenue, Bldg. B, 2<sup>nd</sup> Floor**

City <b>Tinton Falls</b>	State <b>NJ</b>	ZIP <b>07724-3260</b>
--------------------------	-----------------	-----------------------

Country <b>USA</b>	Telephone <b>(732) 542-9070</b>	Fax <b>(732) 542-9071</b>
--------------------	---------------------------------	---------------------------

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

**NAME OF SOLE OR FIRST INVENTOR:**  A petition has been filed for this unsigned inventor

Given Name (first and middle [if any]) <b>Kenneth W.</b>	Family Name or Surname <b>Bronson</b>
---	--

Inventor's Signature	Date
-------------------------	------

Residence: City <b>Venice</b>	State <b>CA</b>	Country <b>USA</b>	Citizenship <b>USA</b>
-------------------------------	-----------------	--------------------	------------------------

Mailing Address **39 S. Venice Blvd., Apt. # 4**

City <b>Venice</b>	State <b>CA</b>	ZIP <b>90291</b>	Country <b>USA</b>
--------------------	-----------------	------------------	--------------------

**NAME OF SECOND INVENTOR:**  A petition has been filed for this unsigned inventor

Given Name (first and middle [if any]) <b>Kevan Quincy</b>	Family Name or Surname <b>Newton</b>
---	---

Inventor's Signature	Date
-------------------------	------

Residence: City <b>Los Angeles</b>	State <b>CA</b>	Country <b>USA</b>	Citizenship <b>USA</b>
------------------------------------	-----------------	--------------------	------------------------

Mailing Address **1139 S. Sherbourne Drive, Apt. # 3**

City <b>Los Angeles</b>	State <b>CA</b>	ZIP <b>90035</b>	Country <b>USA</b>
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Additional inventors are being named on the 2 supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.

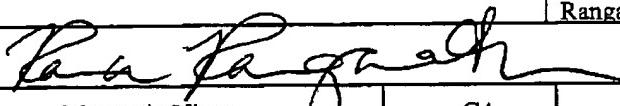
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Modified PTO/SB/02A (11-00)  
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## DECLARATION AND POWER OF ATTORNEY

### ADDITIONAL INVENTOR(S) Supplemental Sheet Page 4 of 5

Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Jason		Liebman	
Inventor's Signature		Date	
Residence: City	New York	State	NY
Country	USA	Citizenship USA	
Mailing Address 112 East 36th Street			
Mailing Address			
City	New York	State	NY
ZIP	10016	Country USA	
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Rama		Ranganath	
Inventor's Signature 		Date 7/19/04	
Residence: City	Mountain View	State	CA
Country	USA	Citizenship USA	
Mailing Address 2310 Rock Street, Apt. # 50			
Mailing Address			
City	Mountain View	State	CA
ZIP	94043	Country USA	
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Narayanan		Shivakumar	
Inventor's Signature		Date	
Residence: City	San Jose	State	CA
Country	USA	Citizenship India	
Mailing Address 1093 McKay Drive			
Mailing Address			
City	San Jose	State	CA
ZIP	95131	Country USA	

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Please type a plus sign (+) inside this box →

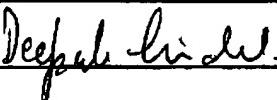
Modified PTO/SB/02A (11-00)

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**DECLARATION AND  
POWER OF ATTORNEY****ADDITIONAL INVENTOR(S)  
Supplemental Sheet  
Page 5 of 5**

Name of Additional Joint Inventor, If any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Deepak		Jindal	
Inventor's Signature			Date 7/14/2004
Residence: City Mountain View	State CA	Country USA	Citizenship India
Mailing Address 112 East 36th Street			
Mailing Address			
City Mountain View	State CA	ZIP 94041	Country USA
Name of Additional Joint Inventor, If any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Yingwei Claire		Cui	
Inventor's Signature			Date 7/14/04
Residence: City Cupertino	State CA	Country USA	Citizenship People's Repub. of China
Mailing Address 6092 Willowgrove Lane			
Mailing Address			
City Cupertino	State CA	ZIP 95014	Country USA
Name of Additional Joint Inventor, If any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Inventor's Signature			Date
Residence: City	State	Country	Citizenship
Mailing Address			
Mailing Address			
City	State	ZIP	Country

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U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

**DECLARATION AND POWER OF  
ATTORNEY FOR UTILITY OR  
DESIGN  
PATENT APPLICATION  
(37 CFR 1.63)**

Declaration Submitted with Initial Filing      OR       Declaration Submitted after Initial Filing (surcharge (37 CFR 1.16 (e)) required)

Attorney Docket Number	Google-65 (GP-171-00-US)
First Named Inventor	Kenneth W. BRONSON
<b>COMPLETE IF KNOWN</b>	
Application Number	10/732,824
Filing Date	December 10, 2003
Art Unit	2611
Examiner Name	Not yet assigned

As the below named Inventor, I hereby declare that:

My residence, mailing address, and citizenship are as stated below next to my name.

I believe I am the original and first inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled:

**RETURN OF CONTENT AD SERVING RESOURCES**

*(Title of the Invention)*

the specification of which

is attached hereto

OR

was filed on (MM/DD/YYYY) December 10, 2003 as United States Application Number or PCT International

Application Number 10/732,824 and was amended on (MM/DD/YYYY)   (if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached?
			<input type="checkbox"/>	<input type="checkbox"/> YES <input type="checkbox"/> NO
			<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto.

[Page 1 of 5]

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**DECLARATION AND POWER OF ATTORNEY**  
**Utility or Design Patent Application**

**Power of Attorney:**

As a named inventor, I hereby appoint:

John C. Pokotylo (Reg. No. 36,242)  
Michael P. Straub (Reg. No. 36,941)  
Ronald P. Straub (Reg. No. 48,941)  
Michelle Lee (Reg. No. 40,695)  
Kulpreet Rana (Reg. No. 43,127)  
Karl Sun (Reg. No. 45,143)  
Amin Zoufonoun (Reg. No. 48,065)

as my attorneys to prosecute this application and to transact all business in the United States Patent and Trademark Office in connection therewith.

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**DECLARATION AND POWER OF ATTORNEY**  
**Utility or Design Patent Application**

Direct all correspondence to: <input checked="" type="checkbox"/>	Customer Number or Bar Code Label	26479	OR <input type="checkbox"/>	Correspondence address below
---	--------------------------------------	-------	-----------------------------	------------------------------

Name	Straub & Pokotylo
------	-------------------

Address	620 Tinton Avenue, Bldg. B, 2 <sup>nd</sup> Floor
---------	---

City	Tinton Falls	State	NJ	ZIP	07724-3260
------	--------------	-------	----	-----	------------

Country	USA	Telephone	(732) 542-9070	Fax	(732) 542-9071
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I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

NAME OF SOLE OR FIRST INVENTOR:	<input type="checkbox"/>	A petition has been filed for this unsigned inventor
---------------------------------	--------------------------	--

Given Name (first and middle [if any])	Kenneth W.	Family Name or Surname	Bronson
---	------------	---------------------------	---------

Inventor's Signature	Date
-------------------------	------

Residence: City	Venice	State	CA	Country	USA	Citizenship	USA
-----------------	--------	-------	----	---------	-----	-------------	-----

Mailing Address	39 S. Venice Blvd., Apt. # 4
-----------------	------------------------------

City	Venice	State	CA	ZIP	90291	Country	USA
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NAME OF SECOND INVENTOR:	<input type="checkbox"/>	A petition has been filed for this unsigned inventor
--------------------------	--------------------------	--

Given Name (first and middle [if any])	Kevan Quincy	Family Name or Surname	Newton
---	--------------	---------------------------	--------

Inventor's Signature	Date
-------------------------	------

Residence: City	Los Angeles	State	CA	Country	USA	Citizenship	USA
-----------------	-------------	-------	----	---------	-----	-------------	-----

Mailing Address	1139 S. Sherbourne Drive, Apt. # 3
-----------------	------------------------------------

City	Los Angeles	State	CA	ZIP	90035	Country	USA
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<input checked="" type="checkbox"/>	Additional inventors are being named on the <u>2</u> supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.
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Please type a plus sign (+) inside this box  →

Modified PTO/SB/02A (11-00)

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## DECLARATION AND POWER OF ATTORNEY

### ADDITIONAL INVENTOR(S) Supplemental Sheet Page 4 of 5

Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Jason		Liebman	
Inventor's Signature		Date	
Residence: City	New York	State	NY
Country	USA	Citizenship	USA
Mailing Address 112 East 36th Street			
Mailing Address			
City	New York	State	NY
ZIP	10016	Country	USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Rama		Ranganath	
Inventor's Signature		Date	
Residence: City	Mountain View	State	CA
Country	USA	Citizenship	USA
Mailing Address 2310 Rock Street, Apt. # 50			
Mailing Address			
City	Mountain View	State	CA
ZIP	94043	Country	USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Narayanan		Shivakumar	
Inventor's Signature	<i>Narayanan</i>		Date 20 Aug '04
Residence: City	San Jose	State	CA
Country	USA	Citizenship	India
Mailing Address 1093 McKay Drive			
Mailing Address			
City	San Jose	State	CA
ZIP	95131	Country	USA

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